

WOMAN'S DAY
Jan 1971

What goes on here!

ENVIRONMENTAL SHOPPING GUIDE.
"What you choose at the store reflects your concern for the quality of our environment." That's the first sentence in a consumers' guide for ecology-minded buyers to tuck into pocket or purse when they set out on a shopping trip.

Eco-Tips is published by Concern, Inc., a nonprofit citizens' group formed by seven women who are married to some of Washington, D.C.'s, most impressive decision-makers. Nancy Ignatius is president of Concern. Her husband Paul is former Secretary of the Navy and now president of *The Washington Post*. Cynthia Helms is vice president. (Her husband, Richard, is head of the C.I.A.)

Concern thinks that since women are the primary consumer-goods purchasers, they can influence manufacturers to put out products that cause less damage to our planet. Basing judgments on tests run by outside sources, *Eco-Tips* offers the consumer advice on detergents, packaging and pesticides. A limited number of copies will be sent free, but on requests for one hundred or more, the charge is \$4.00 per hundred to cover printing and mailing. Readers who send away for *Eco-Tips* will be getting edition #2. New editions will be issued as more information becomes available. (Concern, Inc., 2100 M Street, N. W., Washington, D. C. 20037.)